

Social Entrepreneur Project

Business Plan Assignment & Questions by Section

FROM: The Nonprofit Business Plan - Program Precedes Money. Planning Precedes Program, Don Griesmann's Nonprofit Blog. SATURDAY, JULY 26, 2008 <http://dongriesmannsnonprofitblog.blogspot.com/>



SECTION 3: Services

Description & Overview:

Explain your vision, your mission, the goals and objectives, the kind of services that will be provided and the activities, functions, evaluation and results in detail. How will other people know that you are able to meet these goals and objectives?

How are your goals and objectives measurable? How will anyone know you are meeting your stated goals and objectives and meeting them timely? How do you know the activities you have planned will meet the stated goals and objectives? You have to answer the question, "So what?" So what if you will perform these activities? So what if you outline an extremely busy and detailed activity list? What will be different because you perform these activities in the way you perform them? What difference will it make? How will people or the problem improve or be alleviated or resolved?

I have met with many community groups that work very hard and I have asked the question, so what? What have you changed or accomplished? Many are not able to articulate and prove they accomplished or changed anything. So...what will you change, how will you change it and how will you know your activities produced the change? What are the conditions under which your service will work? What is your mission and what is your mission statement?

If your mission statement is brief and you have a logo, consider placing them on the Title Page as well. Here are some thoughts about a mission statement: There are those who believe it should encompass the basic reason for existence and can be several sentences long. There are others who say make it short so everyone can say it by memory and so it will fit on a T-shirt. Either way put the time in on creating this. It is not easy. Include others in the discussion and allow refinement as time goes on.

Questions to Guide Discussion, Research, and Writing:

1. What is your vision?
2. What is your mission?
3. What are the goals and objectives?
4. What are the kind of services and activities that will be provided ?
5. How will you evaluate the results?
6. How will other people know that you are able to meet these goals and objectives?
7. How are your goals and objectives measurable?
8. How will anyone know you are meeting your stated goals and objectives and meeting them in a timely manner?
9. How do the activities you have planned meet the stated goals and objectives?
10. What is the question you must answer?

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Questions to Guide Discussion, Research, and Writing (continued)

11. So what?
 - a. So what if you will perform these activities?
 - b. So what if you outline an extremely busy and detailed activity list?
 - c. What will be different because you perform these activities in the way you perform them?
 - d. What difference will it make?
 - e. How will people or the problem improve or be alleviated or resolved? I have met with many community groups that work very hard and I have asked the question, so what?
12. What have you changed or accomplished?
13. What is it that you are trying to change or accomplish?
14. What are the conditions under which your service will work?
15. What is your mission?
16. What is your mission statement?